

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
314048-1	10/21/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
Florida Democratic Party - S	FL Democratic Party: Sac	3

Billing Address:

Dudley Media
Attention: Accounts Payable
919 Catherine Street
Philadelphia, PA 19147
USA

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	314048	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/14/12	M-F 6-7a	6-7a	-1111--	:30	4	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -1111-- 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV Tu 10/09/12 6:38 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM 6 WPTV W 10/10/12 6:36 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM 7 WPTV Th 10/11/12 6:37 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM 8 WPTV F 10/12/12 6:37 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM									
2	10/15/12	10/15/12	M-F 6-7a	6-7a	1-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV M 10/15/12 6:34 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM									
3	10/09/12	10/15/12	M-F 7-9a	7-9a	21221--	:30	8	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 21221-- 8 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV Tu 10/09/12 6:59 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 7 WPTV W 10/10/12 7:56 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 8 WPTV W 10/10/12 8:37 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 10 WPTV Th 10/11/12 6:59 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 9 WPTV Th 10/11/12 8:43 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 11 WPTV F 10/12/12 7:23 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 13 WPTV M 10/15/12 6:59 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 12 WPTV M 10/15/12 8:26 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM									



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Florida Democratic Party -	FL Democratic Party: Sact	3	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/09/12	10/15/12	M-F 9-10a	9-10a	1-1----	:30	2	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 1-1---- 2 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV W 10/10/12 9:59 AM M-F 9-10a 9-10a :30 MLS1207H \$650.00 NM 5 WPTV M 10/15/12 9:50 AM M-F 9-10a 9-10a :30 MLS1207H \$650.00 NM									
5	10/09/12	10/15/12	M-F 530-6p	530-6p	11111--	:30	5	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 11111-- 5 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Tu 10/09/12 5:42 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM 4 WPTV W 10/10/12 5:35 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM 5 WPTV Th 10/11/12 5:44 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM 6 WPTV F 10/12/12 5:43 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM 7 WPTV M 10/15/12 5:36 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM									
6	10/09/12	10/15/12	Sa 6p	6-630p	-----S-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Sa 10/13/12 Sa 6p 6-630p :00 \$600.00 NM See MG 6.3 3 WPTV Sa 10/13/12 6:53 PM Sa 7p News 7-730pm :30 MLS1207H \$600.00 NM MG for 6.2 10/13									
7	10/09/12	10/15/12	M-F 6-630p	6-630p	11111--	:30	5	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 11111-- 5 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Tu 10/09/12 6:28 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM 4 WPTV W 10/10/12 6:13 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM 5 WPTV Th 10/11/12 6:24 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM 6 WPTV F 10/12/12 6:13 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM 7 WPTV M 10/15/12 6:08 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM									
8	10/09/12	10/15/12	Su 6p	6-630p	-----S	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Su 10/14/12 6:23 PM Su 6p 6-630p :30 MLS1207H \$850.00 NM									
9	10/09/12	10/15/12	THE VOICE	8-11p	1-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 1----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV M 10/15/12 8:27 PM THE VOICE 8-11p :30 MLS1207H \$3,000.00 NM									



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Advertiser	Product	Estimate Number	
Florida Democratic Party -	FL Democratic Party: Sac	3	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	10/09/12	10/15/12	M-F 11-1135p	11-1135p	11111--	:30	5	\$1,025.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 11111-- 5 \$1,025.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Tu 10/09/12 11:29 PM M-F 11-1135p 11-1135p :30 MLS1207H \$1,025.00 NM 3 WPTV W 10/10/12 11:21 PM M-F 11-1135p 11-1135p :30 MLS1207H \$1,025.00 NM 4 WPTV Th 10/11/12 11:34 PM M-F 11-1135p 11-1135p :30 MLS1207H \$1,025.00 NM 5 WPTV F 10/12/12 11:34 PM M-F 11-1135p 11-1135p :30 MLS1207H \$1,025.00 NM 6 WPTV M 10/15/12 11:34 PM M-F 11-1135p 11-1135p :30 MLS1207H \$1,025.00 NM									
11	10/09/12	10/15/12	Sa 7-8a	7-8a	-----S-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Sa 10/13/12 7:12 AM Sa 7-8a 7-8a :30 MLS1207H \$600.00 NM									
12	10/09/12	10/15/12	M-F 7-730p	7-730p	-1-1---	:30	2	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -1-1--- 2 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 9 WPTV Tu 10/09/12 7:18 PM M-F 7-730p 7-730p :30 MLS1207H \$950.00 NM 10 WPTV Th 10/11/12 7:12 PM M-F 7-730p 7-730p :30 MLS1207H \$950.00 NM									
13	10/09/12	10/15/12	Sa 8-10a	8-10a	-----S-	:30	1	\$725.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S- 1 \$725.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WPTV Sa 10/13/12 8:29 AM Sa 8-10a 8-10a :30 MLS1207H \$725.00 NM									
14	10/09/12	10/15/12	Sa 10-1030a	10-1030a	-----S-	:30	1	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S- 1 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WPTV Sa 10/13/12 10:19 AM Sa 10-1030a 10-1030a :30 MLS1207H \$425.00 NM									
15	10/09/12	10/15/12	M-F 4p-5p	4-5p	11111--	:30	5	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 11111-- 5 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WPTV Tu 10/09/12 4:38 PM M-F 4p-5p 4-5p :30 MLS1207H \$600.00 NM 9 WPTV W 10/10/12 3:59 PM M-F 4p-5p 4-5p :30 MLS1207H \$600.00 NM 10 WPTV Th 10/11/12 4:22 PM M-F 4p-5p 4-5p :30 MLS1207H \$600.00 NM 11 WPTV F 10/12/12 4:36 PM M-F 4p-5p 4-5p :30 MLS1207H \$600.00 NM 12 WPTV M 10/15/12 3:59 PM M-F 4p-5p 4-5p :30 MLS1207H \$600.00 NM									
16	10/09/12	10/15/12	1130p-12x After NFL	1130p-1205a	-----S	:30	1	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Su 10/14/12 12:14 AM 1130p-12x After NFL 1130p-1205a :30 MLS1207H \$750.00 NM									



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Florida Democratic Party -	FL Democratic Party: Sac	3	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/09/12	10/15/12	Su 7-8a	7-8a	-----S	:30	1	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S 1 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Su 10/14/12 7:39 AM Su 7-8a 7-8a :30 MLS1207H \$425.00 NM									
18	10/09/12	10/15/12	M-F 1135p-1235a	1135p-1235a	11111--	:30	5	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 11111-- 5 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Tu 10/09/12 12:08 AM M-F 1135p-1235a 1135p-1235a :30 MLS1207H \$475.00 NM 3 WPTV W 10/10/12 12:31 AM M-F 1135p-1235a 1135p-1235a :30 MLS1207H \$475.00 NM 4 WPTV Th 10/11/12 12:31 AM M-F 1135p-1235a 1135p-1235a :30 MLS1207H \$475.00 NM 5 WPTV F 10/12/12 12:30 AM M-F 1135p-1235a 1135p-1235a :30 MLS1207H \$475.00 NM 6 WPTV M 10/15/12 12:29 AM M-F 1135p-1235a 1135p-1235a :30 MLS1207H \$475.00 NM									
19	10/09/12	10/15/12	Su 8-9a	8-9a	-----S	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Su 10/14/12 7:59 AM Su 8-9a 8-9a :30 MLS1207H \$900.00 NM									
20	10/09/12	10/15/12	the voice	8-11p	M-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 M----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 9:18 PM the voice 8-11p :30 MLS1207H \$3,000.00 NM									
21	10/09/12	10/15/12	vp debate	8-11p	---T---	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 ---T--- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 10/11/12 11:00 PM vp debate 8-11p :30 MLS1207H \$3,000.00 NM									
22	10/09/12	10/15/12	M-F 2-3p	2-3p	M--TF--	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 M--TF-- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 10/15/12 2:53 PM M-F 2-3p 2-3p :30 MLS1207H \$300.00 NM									

Total Spots 54 **Gross Total** \$58,525.00

Payment Terms 30 Days

Agency Commission \$8,778.75

Net Amount Due \$49,746.25